**Timeline for strategy #1 (Six Month Timeline)**

**5 months out**

-Select one or two productions to carry out reductions. This would be a pilot process.

-include cost (from play writing to cast and facilitates cost)

-Time setting (season, month, day, hour)

**4 months out**

-Do some research on LCC and UO box office (OCT Does not currently sell tickets at LCC and UO Box Office)

-Figuring out rates for Campus Coupon company (Coupons come out every term-once every 10 weeks)

-Connecting with Campus Coupon company and passing out or providing coupon booklets before/after the show.

**3 to 2 months out**

-Promote their “special Friday and weekends” discounts online (website, facebook, email, etc.) or on box office in different sites

**2 to 1 months out**

-Continue implementing discounts strategy

-Figuring out evaluation methods around discounted tickets through pilot project

-evaluating and summarizing all steps and strategy during six month.

-preparing next step based on prior experience

**Timeline for strategy #2 (Six Month Timeline)**

**5 months out**

-Develop OCT social network on campus

-selecting those students to training or cultivate them about OCT and this strategy contents

-Advertise for a student ambassador

**4 months out**

**-**Hire Student Ambassador

-Create contact lists for BSU, Lane Weekly, Theatre, Around the O, Oregon Voice Magazine, The Torch etc.

- Create a general advertisement while analyzing different group’s features and incorporate OCT’s current or upcoming productions. Make a write-up tailored to each group

**3 months out**

-Recalculate marketing budget to meet needs of preferred methods of advertising

-Check timeline and make sure all distributions will be produced and promoted within scheduled time period

-Consider and discuss Student Ambassador led activities for students

**2 to 1 months out**

-Carrying out the current students attendance strategy and observing its real situation

-Implement possible Student Ambassador led activities